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ABSTRACT

This book is designed to guide a university faculty member through each stage of conference planning. Each chapter in the book describes a step in the meeting planning process. The first chapter is devoted to learning about professional conferences and meetings from an attendee's perspective. Other chapters address: designing a meeting (who, what, when, where, why); selecting a site and planning a budget to determine how much to charge for registration; planning the program schedule; marketing the meeting; preparing for the meeting; setting up on-site logistics during the meeting; and organizing postmeeting activities. Generally, chapters follow a chronological order, although many steps will be concurrent, from early planning through execution of the meeting. A checklist is provided at the beginning of each chapter. Lists of questions to ask those who are providing meeting services are also presented. Appended materials include sample job descriptions, a sample speaker contract, a sample site prospectus, a room/time chart, a food and beverage function sheet, a sample staging guide with instructions for meeting facility staff, and a list of additional resources such as meeting planning periodicals and books. (JDD)

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